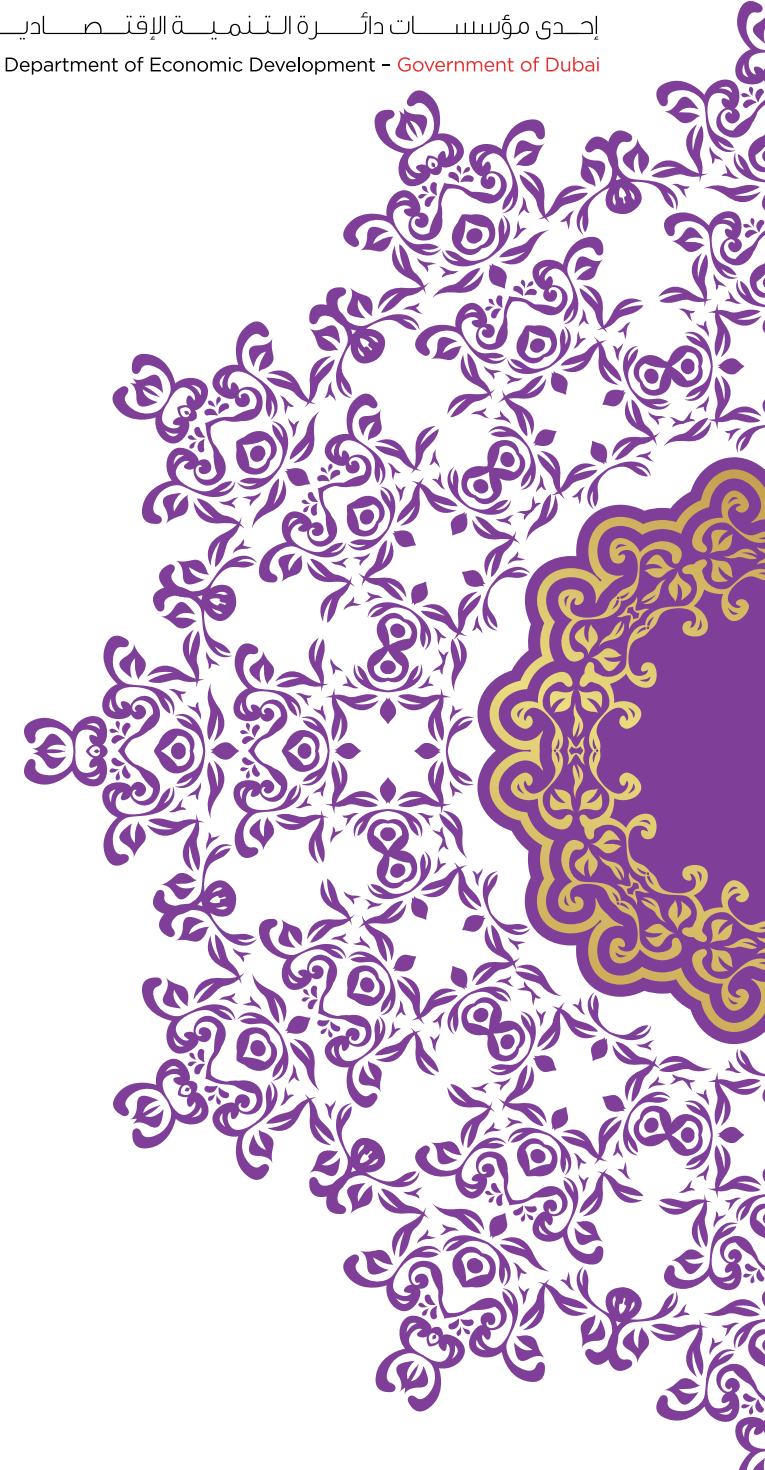




# HALAL SECTOR CAPABILITY REPORTS HALAL DESIGN





# HALAL DESIGN



The global halal market is estimated to be worth more than US\$ 2,300 billion and the value of halal food sector is reaching US\$ 700 billion annually. The non-food sector is much bigger, and includes chemicals, healthcare, cosmetics, personal care and pharmaceuticals.

Given the growing demand (both regionally and globally) for Halal compliance of items even in the non-food sector, Dubai Exports has been working closely with various governmental and non-governmental entities like Emirates Authority for Standardisation and Metrology (ESMA), Dubai Islamic Economy Development Centre (DIEDC), Islamic Fashion Design Council (IFDC), among others to ensure that products from the UAE and Dubai are in compliance with both local and international requirements. ESMA, a Strategic Partner of Dubai Exports has also recently confirmed that a number of companies are looking for halal mark and certification for their products and ESMA will provide the opportunity to them in order to ensure that their products are Shariah-compliant and compatible for exports.

DIEDC, who we work closely with, is mandated to establish the infrastructure and a comprehensive framework to oversee the implementation of initiatives that help achieve the tenets of an enabling Islamic economy. The Islamic fashion and design industry is currently fragmented and in need of structure and development. IFDC is a world-class fashion and design platform that supports the needs of the iFash and eventually iDez industry players as well as the consumers. IFDC seeks to surpass all standards of showcasing, business practice, and aesthetic excellence through their vision to provide products and services designed to help the Islamic fashion and Design industry develop. Dubai Exports is working closely with both these entities to help them achieve their goals.

We are thankful to all our above partners as well as Euromonitor International for working closely with us on the launch of our initiative to promote the Halal Design, Beauty and Fashion sectors that will showcase Dubai's vision to become the global capital of the Islamic economy.

**Engr. Saed Al Awadi**  
*CEO, Dubai Exports*







The Dubai Islamic Economy Development Centre (DIEDC) was established in 2013 by Dubai Law 13 of 2013 and under the supervision of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, to develop and promote Dubai as the global capital of Islamic economy.

The Dubai Islamic Economy Development Centre (DIEDC) is founded on the seven pillars of finance, the 'halal' industry, tourism, digital infrastructure, art, knowledge and Islamic standards. The organization is mandated to establish a sound infrastructure and a comprehensive framework to oversee the implementation of initiatives that help achieve the tenets of an enabling Islamic economy.

Through carefully planned strategies and initiatives, DIEDC is committed to engaging with stakeholders to foster a generation of qualified professionals with the required skill-sets to drive growth across the seven constituent pillars, while creating a dynamic and competitive environment that fuels growth within the sector.

The UAE in general and Dubai in particular are privileged with a diversified, open, and flexible economy capable of accommodating international and regional changes, in addition to having advanced technical and logistic infrastructures, which provide the foundation that qualifies Dubai to develop the Islamic economy sector along with other vibrant economic sectors in the UAE.

**Abdulla Mohammed Al Awar**

*CEO*

**Dubai Islamic Economy Development Centre**











The Halal industry around the world has been gaining interest from the rising awareness of consumers and is providing commercial opportunities for industries to access a significant Muslim market segment.

Halal is an Arabic word meaning lawful or permitted and is connected to all aspects of food, travel, cosmetics, pharmaceuticals, banking and fashion products. The key drivers for growth of Halal are the rising Muslim demographic, economic development of Muslim nations and the increasing awareness of Muslim consumers around the world.

Market research analysts, Natalia Gorzawski and Karen Van Diesen from Euromonitor International and the team at Dubai Exports, have teamed up to put together an overview of the Halal opportunities covering the Beauty and Personal Care, Design and Fashion sectors.

**Hussein Doughan**  
*Country Manager*  
**Euromonitor International**









**Bismillahir Rahmanir Raheem.**

**Asalamo'Alaikum,**

At Islamic Fashion and Design Council (IFDC) we appreciate the way Islamic fashion, design (art, architecture, interiors, etc.), and lifestyle is artistically developing through societies across the world. This interesting journey speaks to the range of Muslims and Islamic design fans we have globally. In fashion, we are seeing a new generation of Muslim fashionistas and stylists combining mainstream fashion choices within the Islamic guidelines, which takes this to a different level from the traditional way. There is no doubt that Islamic fashion will flourish to an exciting scale economically, yet what makes this so special is the consumer's resolve to remain true to their Islamic faith and values, not compromising this at any cost. As for Islamic design, this too is appreciated for its diversity as it can be integrated into architecture, pottery and all art. It is differentiated from other art forms by symbolizing the transcendent and indivisible nature of the Creator, deeming this a most special form of expression.

When the Islamic attire is aesthetically appealing it becomes obvious that Muslims are celebrating their commitment to Allah. After all, Allah is beautiful and He loves beauty! Fashion that is both stylish and appropriate can empower Muslims across the globe to represent Islam with confidence. This will dramatically have a positive impact on their personal image as well as their public image of being ambassadors of Islam propagating it by simply looking impeccable.

As Islamic design expanded and spread throughout the world it encountered other cultures that positively influenced it to grow, flourish and evolve. Muslim artists were able to integrate and demonstrate the rapid scientific development that flourished during the Islamic expansion by utilizing the geometric designs to depict the infinite nature of the Creator. Fashion too became a form of art and was enriched by incorporating patterns that were used in mosques and homes into embroidery and cloth printing. Islamic design represents vibrant colors that are a celebration of nature, which is a blessing from Allah.

The level of beauty we are surrounded by on a daily basis becomes an exquisite Remembrance. Islamic fashion and design continues to undergo a renaissance as many Muslim artists have been exposed to Western art and style or trained in design and want to reclaim and incorporate some of their own rich heritage into their work. There is a lot of fusion of east and west and this influences all areas of fashion and design. We welcome you to join us on this exciting journey that celebrates countless blessings; we look forward to seeing you at Islamic Fashion and Design Council!

**Alia Khan**

*Founder and Chairwoman, IFDC*

**[www.IslamicFashionDesignCouncil.org](http://www.IslamicFashionDesignCouncil.org)**





SALE  
fresh  
markdowns  
HALAL  
right now  
WOW!





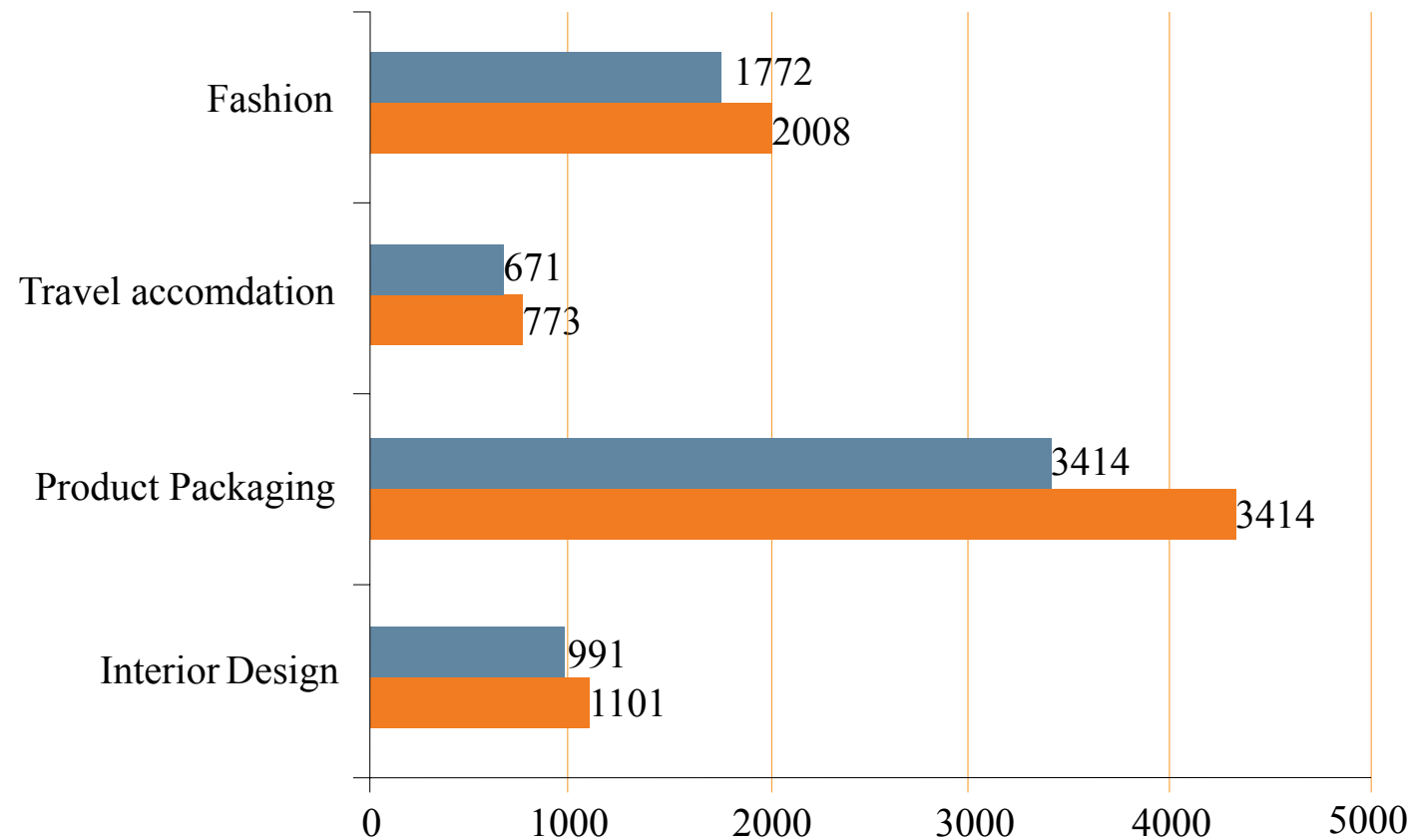
# WHY IS DESIGN IMPORTANT TO PEOPLE?

- Design is fundamental. Design decisions impact virtually all aspects of daily life. It shapes the world we live in, how we build houses and mosques, how we decorate our homes, how we dress ourselves, and all products we use every day.
- Design is not only practical, it also serves another human need: the one of expression.
- Many of the design choices we make are visible to the outside world and give us an opportunity to express our life values, and those of the community we belong to.

## WHY IS DESIGN IMPORTANT TO BUSINESSES?

- According to Euromonitor International, below are the four key industries in which design has significant impact:

**Global Market Sizes in billion US dollars in 2013 and 2018**

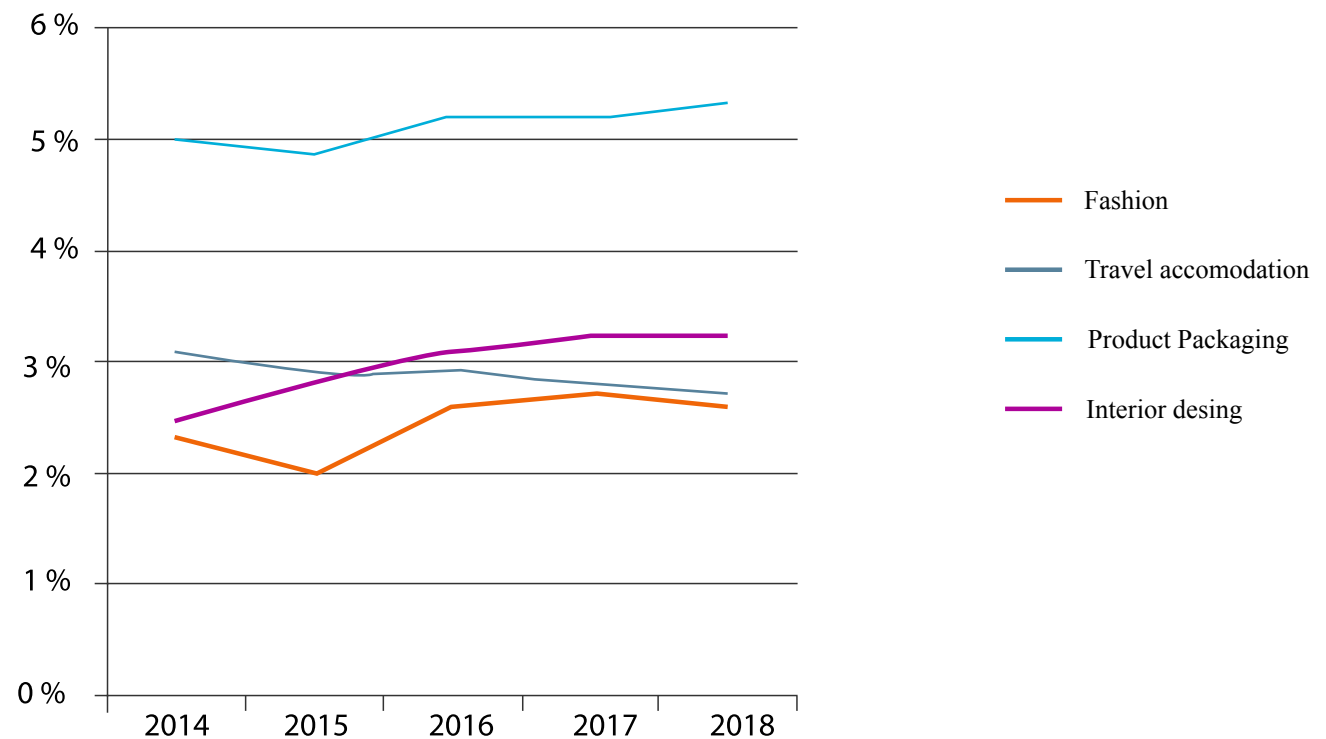




# WHY IS DESIGN IMPORTANT TO BUSINESSES?

Globally, these industries show slow positive growth of 2% to 5% y-on-y over the forecast period.

**Y-o-Y percentage growth 2014 - 2018:**



Companies need to invest, innovate and find new growth opportunities to maintain their market shares.





# WHY IS HALAL DESIGN AN OPPORTUNITY?

- Islam is the second largest religion worldwide with approximately 2 billion adherents, representing over a quarter of the global population.
- This group adheres to the Qur'an, the sunnah and shariyah and aspire to live all aspects of their lives in accordance with Muslim values.
- At the same time, being a Muslim is a major part of one's identity, and Muslim desire to express the values and teachings of Islam through the things they wear, carry with them and display in their homes.
- This brings us to two major areas where design can improve current offerings in order to better serve the needs of the Muslims:

**1. Halal design**

**2. Islamic design**

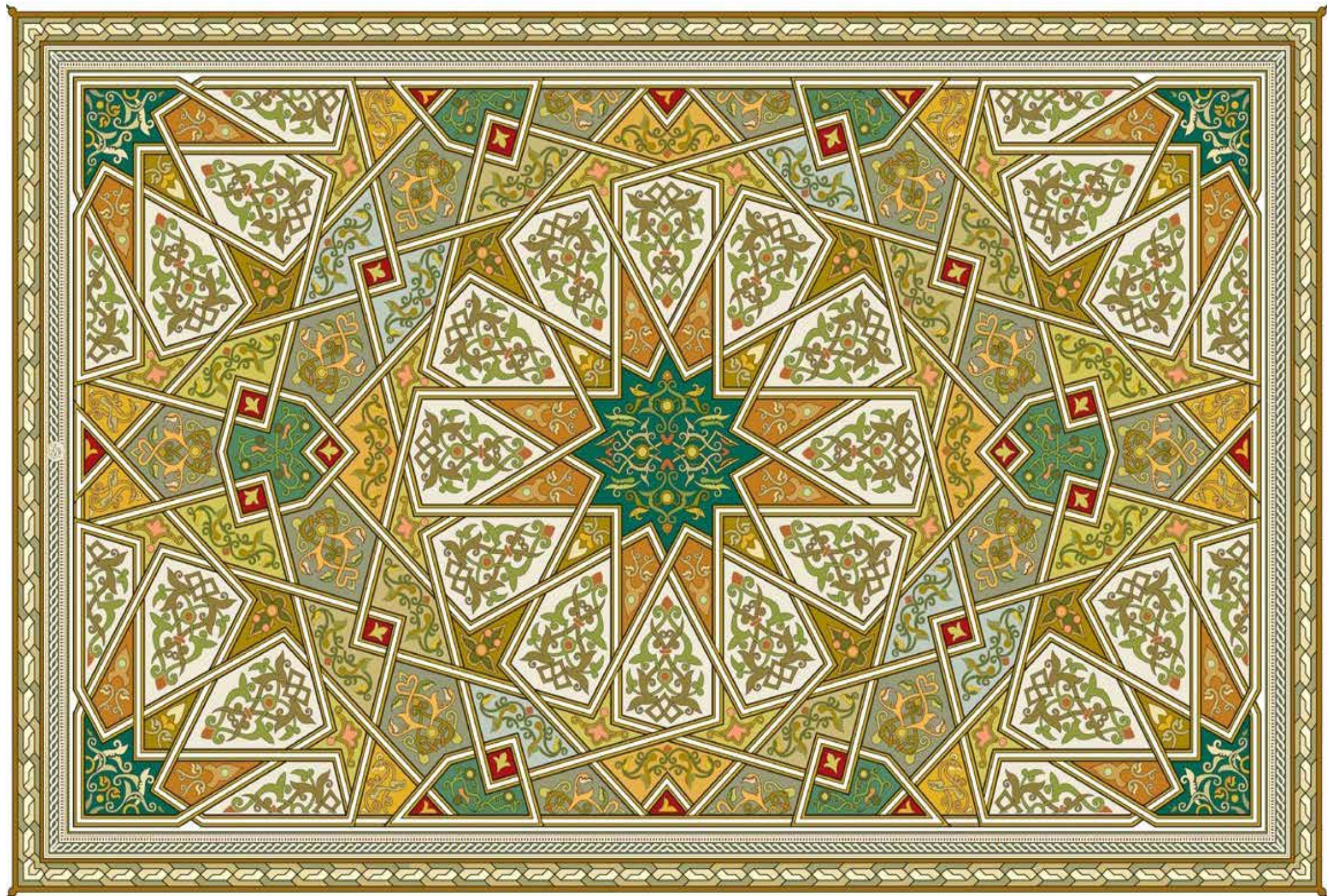
حلال

HALAL

## WHAT IS HALAL?

- Halal is an Arabic word meaning lawful or permitted. In reference to food, it is the dietary standard, as prescribed in the Qur'an. The opposite of halal is haram, which means unlawful or prohibited. Halal and haram are universal terms that apply to all facets of life.
- These terms are most commonly used in relation to food products, meat products, cosmetics, personal care products, pharmaceuticals, food ingredients, and food contact materials.







# WHAT IS HALAL AND ISLAMIC DESIGN?

## 1. Halal Design:

- Adhering to the basic rules of Islam (halal), and following Islamic values when producing and designing objects.
- E.g. usage of halal materials , compliance with halal standards during the manufacturing process and the usage of recycled wood, eco-friendly.

## 2. Islamic Design

- Artifacts, symbols, shapes and colours that Muslims relate to their Islamic belief and community.
- E.g. calligraphy of the word of the Qur'an, mosaics, green colour, no depiction of creatures with a soul.





# HALAL AND ISLAMIC DESIGN ARE IN EXTREMELY EARLY STAGES OF DEVELOPMENT ISLAMIC DESIGN

- Halal and Islamic design are relatively new concepts to the business world, and the development of this sector is in its very early stages.
- Consumers have low awareness of Halal design and the market presence is minimal. Real estate and travel accommodation are currently leading edge when it comes to Halal design.
- However, initial initiatives in these and other industries are very well received and Muslim consumers are developing a preference for Halal and Islamic design.
- Thus, many opportunities are present across categories for Halal and Islamic design to establish itself as a differentiating factor.



## Masdar City, the world's first Eco-city

- Abu Dhabi is currently in the midst of developing a carbon neutral city.
- The city will be completely 'green'; it will not be constructed using polluting technologies or fossil fuels and the city will be powered up by various forms of renewable energy, including solar and wind power.
- Treating the sun as an alley, solar centralization devices that concentrate sunlight gathered by mirrors into a central tower will be incorporated in the design.
- Cars are not allowed in the city. An electrical-powered personal rapid transit system will be implemented.

Minimizing the effect of humans living on planet earth, this design initiative obeys to Halal rules and fits with Islamic values.



# HALAL DESIGN



“Mr. Foster didn’t miss a beat. His buildings are curved to ensure privacy, and single men will be segregated from single women and families in keeping with Islamic principles” – Green prophet, 2010

“The planning is compact, so places are closer to each other, to encourage walking. Buildings are given a heavy mass, so they cool and warm more slowly, evening out the temperature changes from day to night. Patterned screens, based on the traditional Islamic mashrabiya, filter light and breeze. Everything, from the sourcing of timber to the water consumption of the plants, is scrupulously considered.” – The Guardian, 2010

“The perforations for light and shade are based on the patterns found in the traditional architecture of Islam. (under Description of the Project)” – Foster and Partners website

“Masdar invokes the traditional Islamic focus on open spaces, balancing the desire for shade and greenery with the limited water resources of the area” – Water Sensitive Cities, Carol Howe & Cynthia Mitchell

## ISLAMIC DESIGN EXAMPLE



- “For Muslim calligraphers, the act of writing - particularly the act of writing the Qur’an or any portion of it - was primarily a religious experience rather than an esthetic one. Most Westerners, on the other hand, can appreciate only the line, form, flow and shape of the words that appear before them. Nevertheless, many recognize that what they see is more than a display of skill with a reed dipped in ink: Calligraphy is the geometry of the spirit.” – David James; Geometry of the Spirit in Saudi Aramco World

This painted wooden panel is inscribed “Muhammad is the Guide” in oversize thulth script. It was produced, probably for display in a mosque, by Sultan Ahmet III, ruler of the Ottoman Empire from 1703 to 1730 and of the leading royal practitioners of the art of calligraphy. The inscription’s final letter is forked like the double bladed sword that often appeared on Ottoman flags.

# ISLAMIC ART AND DESIGN ARE SHAPED BY THE HISTORY OF ISLAM IN THE ARABIC WORLD

Based on the importance of the holy Qur'an, as the word of God, Muslims, throughout the history celebrated the Arabic language. Calligraphy gives a visible form to the revealed word of the Qur'an and is, therefore, considered the most noble of the arts. It combines a geometric discipline with a dynamic rhythm.



Geometric patterns, Islamic mathematics as a form or art came to exist as a consequence of the Islamic prohibition on depicting the human form. The extensive use of complex geometric patterns to decorate buildings, raised mathematics to the form of an art.



Arabesque compositions are as ubiquitous in Islamic decoration as geometric patterns. Like geometrical designs, these too are found across the entire range of mediums from book illustration to plasterwork; in ceramics, woodwork, metalwork and ivory-carving, even in carpets and textiles



Green is considered the traditional color of Islam. The Arabic word for «greenness» is mentioned several times in the Qu'ran, describing the state of the inhabitants of paradise.





# INTERIOR DESIGN OPPORTUNITIES

Spatial and interior design are in line with Muslim beliefs and values:

- The display of pictures or sculptures of creatures with a soul were debated by Muslims throughout the history and were strictly forbidden in many Muslim societies in the past.
- Bedrooms should be able to be locked from inside and if they have windows, there should be curtains.
- While the position of the bed is not seen as a must by many, the position of the bathroom is important to most, and should not point in the direction of the Qibla
- Pictures and sculptures are accepted by most Muslims today, as long as they don't contain subjects that contradicts the beliefs, morals, and laws of Islam. On the other hand, calligraphy and mosaics are still important decorative items.



# INTERIOR DESIGN OPPORTUNITIES

## Modern design objects inspired by a passion for Islamic history and culture:

- At present, there is minimal contemporary Islamic art and design available on the consumer markets across the world, Although the consumer demand is very much present.
- Contemporary Islamic design interprets ancient Islamic arts such as calligraphy, geometric patterns or Arabesque compositions in a modern way to create wallpaper, posters, paintings or wood carvings.



## TRAVEL ACCOMMODATION: OPPORTUNITIES

- The tourism industry is leading the trend of Halal design. Halal hotels which completely cater to the needs of the Muslim population are a strong upcoming segment around the world. Certain major chains of 'regular' hotels design their hotels in line with Islamic beliefs and values:
  - » Prayer facilities face the direction of the Qibla.
  - » Toilets and showers are placed perpendicular to the Qibla direction.
  - » Bedrooms are designed such that a bed can be placed perpendicular to the Qibla direction.
  - » Sinks are positioned to directly face the direction of the Qibla when doing Wudhu.
- Yet, the gap in servicing Muslim tourism-related unique faith-based needs as a competitive advantage is still significant, spelling big opportunities.
- Opportunities in creating branded hotel concepts based on halal integrity, or tapping into the growing high-income GCC customers as well as growing middle income Southeast Asia middle tourists are plentiful.





# PRODUCT PACKAGING - OPPORTUNITIES

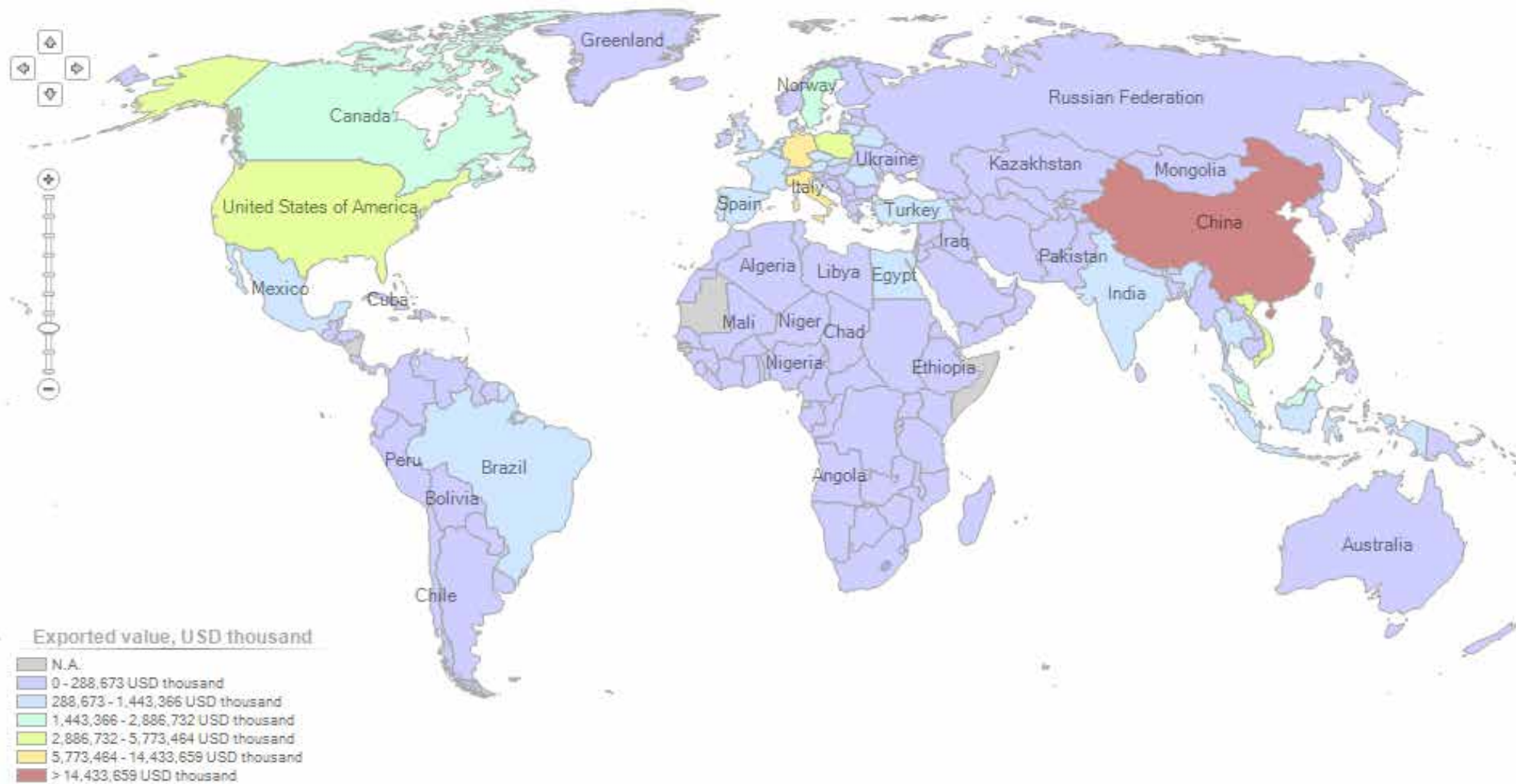
- Across packaged products such as food, beverages, home care and beauty and personal care, companies may use design to signal to consumers that a product is Halal and safe to consume in line with their Islamic values and beliefs.
- The packaging must be produced with sustainable, recycled materials.
- Symbols, colours, shapes and logos that relate to Islamic belief are instrumental to establish this within the design.
- Since packaging applies to an incredible wide range of products, the opportunities are infinite.



## LIST OF IMPORTING COUNTRIES: HALAL DESIGN

List of exporters for the selected product in 2013

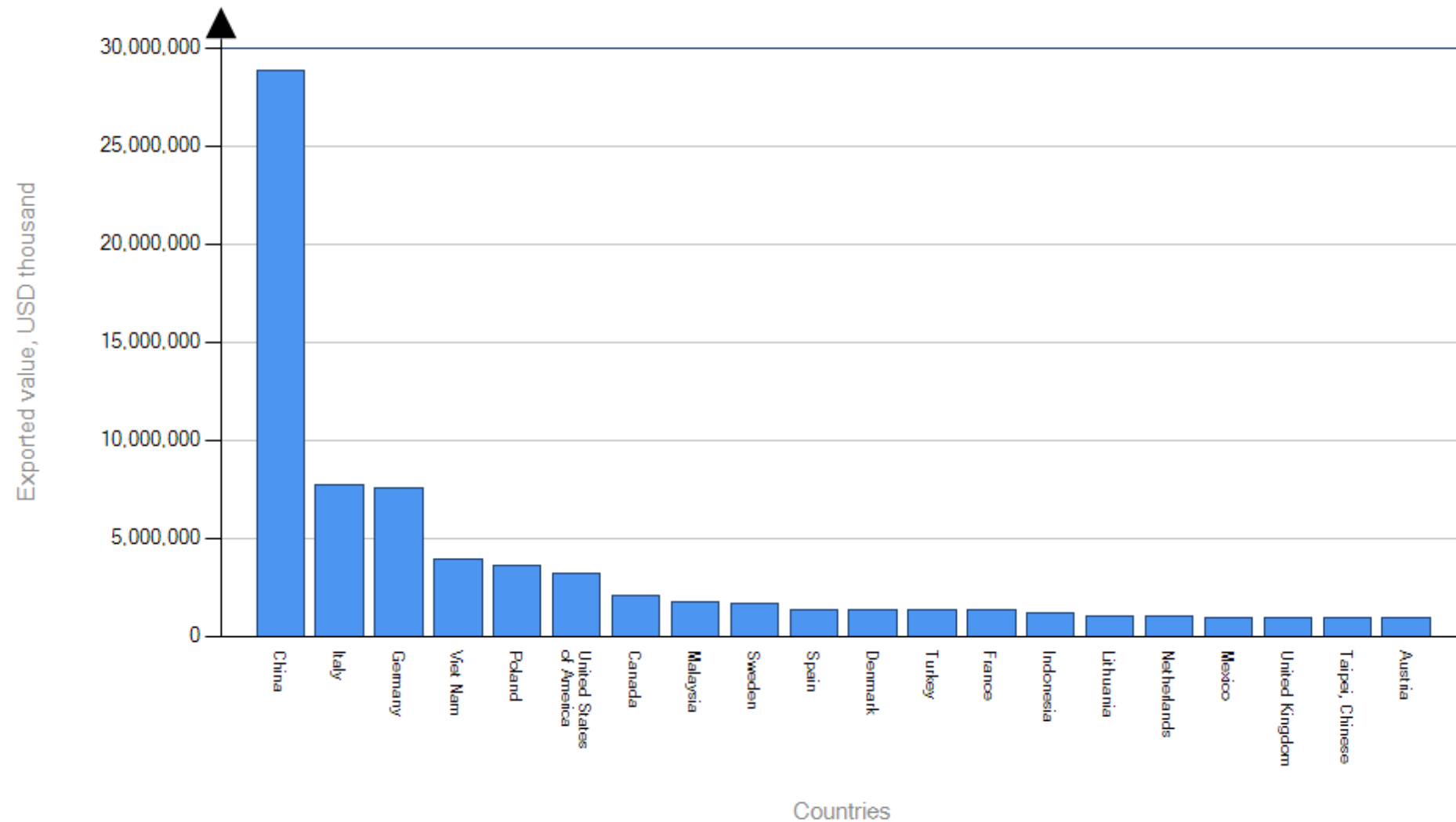
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## LIST OF IMPORTING COUNTRIES: HALAL DESIGN

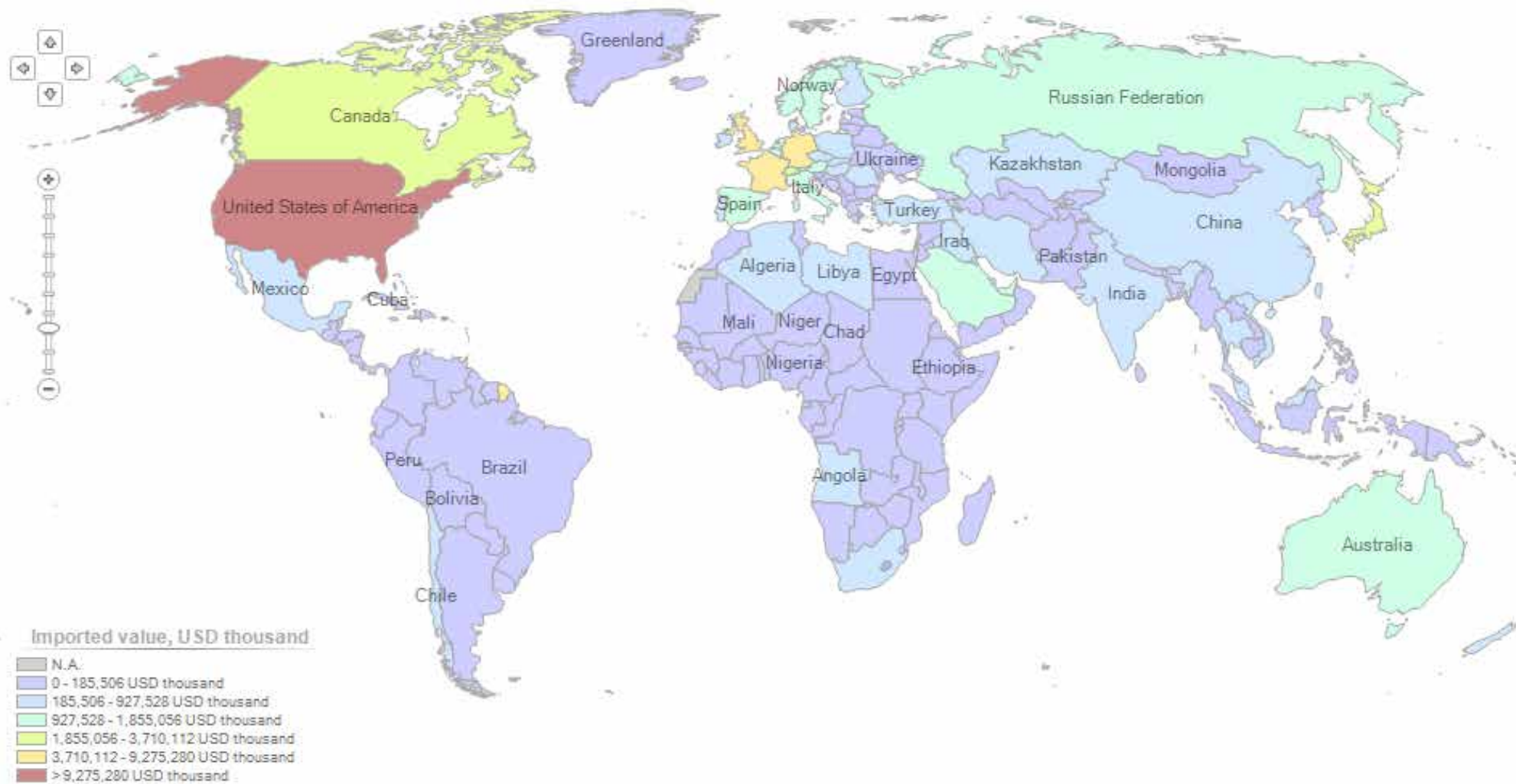
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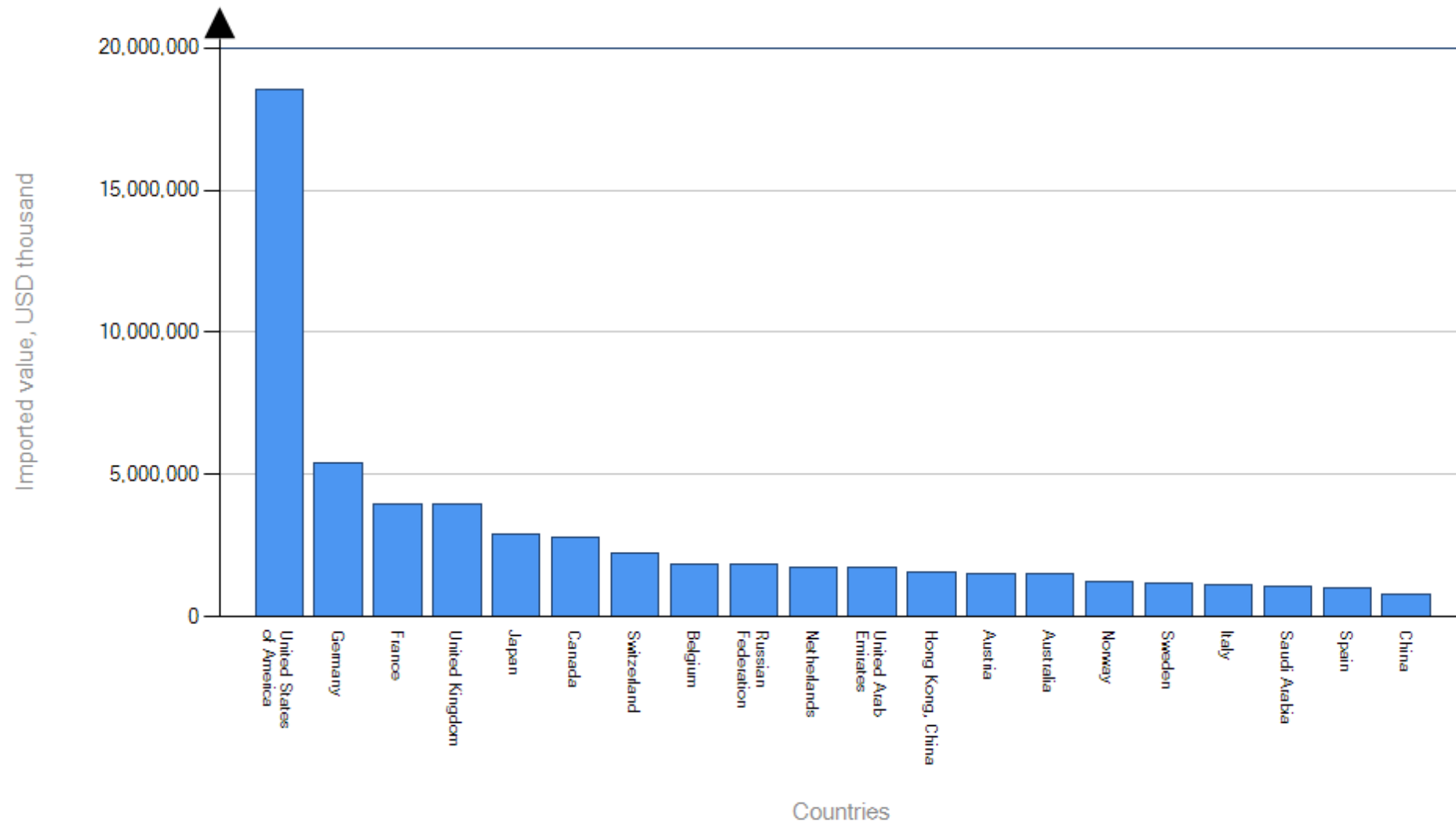
List of importers for the selected product in 2013

Product : 9403 Other furniture and parts thereof



## LIST OF EXPORTING COUNTRIES: HALAL DESIGN

List of importers for the selected product in 2013  
Product : 9403 Other furniture and parts thereof





مؤسسة دبي لتنمية الصادرات  
**DUBAI EXPORTS**



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